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AMUSEMENT BUSINESS

The International Mass Entertainment Newsweekly

TOTAL \$1,091,000 AT 3 SITES

Record grosses, per caps posted by WrestleMania 2

Combined revenues from the box offices at the three venues where WrestleMania 2 confrontations took place April 7 were \$1,091,000, according to an AB survey.

The steel-cage finale match between World Wrestling Federation

champion Hulk Hogan and King Kong Bundy set a gross dollar record for wrestling in the state of California at \$365,440 from a sellout crowd of 15,250 at the Los Angeles Memorial Sports Arena.

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Van Halen, Dio, Loverboy signed for Texxas World Music Festival

By PATRICIA BATES

The Texxas World Music Festival will be jammin' on May 31 at the Cotton Bowl, Dallas, with Van Halen, Dio and Loverboy heading up the list of acts committed.

The ninth annual event could bring in as much as \$1.5 million over the ticket counters. The gross potential is based on an \$8,000 gate at the Cotton Bowl with tickets priced at \$19. The show will also be marketed in Oklahoma and Louisiana by the promoter, Face Concerts, Houston.

Also on the bill is Bachman-Turner Overdrive, the openers for Van Halen on their "5150" tour currently in progress. Three other special guests are to be announced. Dokken and Krokus are among the bands that have been contacted about spots in

the lineup.

Last year's event, held Aug. 26, ranked 17th in AB's Top 100.

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Insurance concerns identified, discussed during AB seminar

By MELINDA NEWMAN

CHICAGO — Representatives from all areas of the entertainment industry gathered here seeking possible answers to the pressing insurance problem during an Amusement Business seminar.

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JAWOHL: — Richard Morgan, second from right, Riverfront Coliseum, Cincinnati, toasts his fellow sponsors of a German dinner during IAAM's District II meet in Cincinnati. From left are Mark Shoner, Ticketron; Jay Armbruster, Erie (Pa.) Civic Center; and Howard Brakins, Ticketron. (AB Photo)

Good turnout for IAAM District II meet; Jeschke reelected vice prexy.

By MELINDA NEWMAN

CINCINNATI — Carol Jeschke, Syracuse (N.Y.) Civic Center, was reelected district vice president during the International Assn. of Auditorium Managers (IAAM) District II annual convention here, March 31-April 2.

George McCabe, Ottawa (Ont.) Congress Center, retained his title as

assistant district vice president. "This district tends to reelect the vice president," Jeschke explained. "When someone comes in as assistant district vice president, they usually get two years at the post and really learn the ropes before they become vice president."

The confab, held at the Omni Netherland Hotel and Cincinnati Convention-Exposition Center, drew 55 members, 20 allied members and 25 sponsors and spouses, according to Jeschke. That number was on par with last year's turnout.

Although the conclave's first official meeting wasn't until Tuesday morning (1), several members arrived Monday to participate in many informal activities. Scheduled was a

Continued on Page 10

23 concessionaires to have food outlets on Expo '86 grounds

By LINDA DECKARD

Twenty-three concessionaires have been contracted to supply 45 of 48 food outlets for Expo '86, Vancouver, B.C., May 3-Oct. 13. Management had intended to operate more in-house, but the deals were attractive.

"We gave up some of the inherent risk and were prepared to cut more deals as the attendance curve moved upwards," noted Michael Joss, Expo director of retail, concessions and licensing.

The concessionaires are joining Expo's staff in gearing up for an April 26-27 shakedown called Family Days.

Continued on Page 12

6-day Yuma fair attracts 220,000

By SAM ABBOTT

An additional day and "perfect" weather pushed attendance to 220,000 at the Yuma (Ariz.) County Fair, April 1-6.

The count is up from 202,000 last

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'Total package' to be promoted by Kings Island

By MELINDA NEWMAN

KINGS ISLAND, Ohio — After two years of bringing in attractions aimed at specific demographic groups, Kings Island is stressing a total entertainment package this year as the

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JAM SESSION — Fred Ordower, left, Jam Productions, Chicago, compared notes with Steve Peters, Iowa State Center, Ames, before the pair spoke on a panel discussion on risk management at the Amusement Business seminar "The Insurance Crisis," held in Chicago April 3-4. (AB Photo)

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23 concessionaires to have food outlets...

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Employees, associate and friends are invited to preview the world's fair, with "60,000-70,000 expected each day," Joss said.

Some of the exhibits and pavilions will not be open, but all food and retail outlets were to be ready by April 14, which should allow for a good assessment of preparedness and changes needed during family days.

The per capita figure from food and drink during the six-month exposition is projected at \$7.35, up slightly from the first budgets, while merchandise per caps are expected to be \$6.25, down considerably with the success of season-ticket sales.

Food contracts are generally geared at 15 percent paid to the fair from family dining outlets, 20 percent from buffetaria operators and 25 percent from fast food stands, Joss continued. International participants with restaurants outside pavilions are contracted under separate guidelines.

Percentages also vary depending upon location and number of outlets. There aren't many poor locations because the fairgrounds is "a linear site."

The in-house restaurants include a buffetaria in the Expo Centre, a Japanese buffetaria at the west end of the grounds, and Pacific Station, an entertainment complex fashioned after Church Street Station in Orlando, Fla., Joss explained.

The Pacific Station restaurants will all be themed. They include Eighty-Sixth Street, which will feature '50s and '60s rock music; Waves, a jazz bar themed "California casual" with 200 seats; and The Flying Club, a comedy revue house.

In addition, the expo will operate seven of the retail stores and two video arcades, Joss continued. Benji Mayers, doing business as Specialty Manufacturing Ltd., has 37-48 percent of the retail merchandise space, Joss said.

The 225,000 square-foot of foodservice space involves six sit-down restaurants. Concessionaires booked for Expo '86 include Jochen Reiss, who will have a Munich-style festhall. He has been involved in several world's fairs, including Canada's last one in Montreal, Que., in 1967, Joss said. Reiss has booked three locations altogether.

Arie Bos has booked one, doing business as A.L.B. Food Services Inc. His four stands will have a steerable buffetaria, international cafeteria and barbecue. Chuck Sanders, doing business as Sanders Affiliates Ltd., in association with Vanfare, will be serving up gourmet hamburgers and will also have four fast food stands.

Tony del Fierro, Sebastian Inc., is also familiar to world's fair buffs. He will have two locations at Expo '86, including a Hawaiian restaurant. Gerry Colivas has one location as Arcol Food Service Ltd. and another as Melange Food Services Ltd.

At this world exposition, several fast food chains are involved, adding a little healthy competition in pricing. Joss noted. McDonald's, an expo sponsor, has four locations plus McBarge, a floating eatery, at the fair; this is the chain's first venture as a world's fair concessionaire, Joss added. Another chain, Boston Pizza, with Rowland Wilms in charge, will have three locations.

Other contractors include Canber Concessions Ltd., Betty Slivewright, with one cotton candy location; China Pavilion at 1986 World Expo Inc., Lena Chang operator, three locations; First Nation Restaurant Inc., Bob Hall, one location featuring native Indian food (buffalo steaks, for instance); and Germex Concessions Ltd. Partnership, Gunnar Vogel, one location.

Also operating at Vancouver will be Happy Kings Ltd./Golden Properties Ltd., Rick Alder, one location; Irish Rovers Free House Corp., Peter Heptomall, one location; Jagertee Import (USA), Kurt Ramel, Aspen, Colo., one location called Knockwurst Corner; Misan Industries Ltd. and Teils Steak House, Michael Pearce, two; Menith Holdings Ltd., David Clarke, one location called Cookies, Of Course; Ole Foods Inc., Jeffrey Barnett, one; and 2051 Investments Ltd., Brian Hauff, one location called Zorba's Restaurant.

Rounding out those booked in are Phat Phil's Ltd., Phil Zuckerman, one location; 148-544 Canada Inc., Phil Nakis and Gerry Colivas, one location; Bekons Holdings Ltd. & Wolray Hotels Ltd., Firor Karim, two; and Salus Resources Corp., Terry Eytan, three.

Record grosses...

Continued from Page 1

Titan Sports promoted this event and two other live/closed circuit combinations at Nassau Veterans Memorial Coliseum, Uniondale, N.Y., and the Rosemont (Ill.) Horizon. Tickets in Los Angeles were scaled \$100, \$30, \$25, \$20 and \$15.

The previous record gross from wrestling in California, also notched at the Sports Arena, was \$173,000, Glenn Mon, assistant general manager at that venue and the Los Angeles Coliseum, noted. Last year's inaugural WrestleMania closed-circuit telecast from Madison Square Garden, New York City, grossed \$99,000 from 8,000 attending, he added.

Mon said the \$8.36 per cap on food, drink and merchandise sold by Volume Services was also a record. Of that amount, \$4.82 went from souvenirs for a gross of \$73,500, and \$3.54 from food and drink for a gross of \$54,000. The building receives 35 percent of food and 10 percent of novelties.

Jim Troy, vice president of international and pay-per-view for Titan Sports, told AB the event went to 270 venues on closed circuit and had additional access to 4,290,167 households on pay-per-view (priced \$15). Last year, with much smaller access, the event garnered nine percent of pay-per-view potential.

Troy projected the outcome the night of the event would be two million viewers of WrestleMania, considering all possible avenues — live, closed circuit and pay-per-view. That would double last year. The total gross could vary widely, but he expected it would be over \$5 million and less than \$15 million.

Dick Glover, vice president of business affairs for Titan Sports, said the firm promotes 700 live events a year. Mon added that WrestleMania II was one of 11-12 wrestling events at the Sports Arena promoted by Titan annually.

Ed Cohen, Titan Sports in Greenwich, Conn., reported that the bout at Nassau Coliseum, Uniondale, N.Y., grossed \$430,560 and attracted a crowd of 17,243. Tickets were scaled from \$15 to \$100.

In the main "boxing" bout, Mr. T was awarded the decision in the fourth round over Rowdy Reddy Piper, who was disqualified.



READY FOR WRESTLING — Nassau Veterans Memorial Coliseum, Uniondale, N.Y., was one of the three live sites used in this year's WrestleMania 2 production. Facility staff members discussing the sold-out event were, from left, Bob Leighton, Bill DiCarlo and Terry Anderson. (AB Photo)

"I would have to think we were tops in the country," said Nassau's Bill DiCarlo, "because I know Chicago didn't sell out. I understand L.A. did, but I would still think we were awfully close to taking the top spot."

All the figures hadn't been compiled at presstime, although DiCarlo said sales on novelties and T-shirts through concessionaire Harry M. Stevens "did very very well. If the per caps aren't over \$4, I'll be very disappointed."

While the show at the Rosemont (Ill.) Horizon failed to sell out, it did establish a record gross for a wrestling crowd at the building, according to John Hochstetler, director of finance.

With tickets priced at \$15, \$20, \$25, \$30 and \$100, 11,744 people contributed

to a gross of \$295,000.

Because of the early match time (7 p.m.), food per caps were also high for a wrestling crowd at more than \$3. "We sold a lot of snack foods and had high beer sales," Hochstetler said. "A lot of people came here straight from work and ate dinner out here."

The bout at the Rosemont was the "Twenty Men Over-the-Rope Battle Royale," with special guests William (The Refrigerator) Perry and Jimbo Covert of the Chicago Bears. "With that lineup, we thought it would sell out at 17,000," Hochstetler said. "But it was shown in other venues throughout Chicago and that might have taken away some of our patrons."

Hochstetler added that the crowd seemed more white collar than the usual wrestling audience.

Ideal weather gives boost...

Continued from Page 1

rowdy at Comiskey, was "excellent...unbelievable," and cited tight control of beer sales as a reason for that.

"We stopped selling beer completely as of the eighth inning," he noted. "Also, before the season started, we had an alcohol-awareness training program for all our employees."

A game-time temperature of 72 degrees and a little wind combined to make food and drink sales "a good mixture," Redden said. "People were willing to eat, which they won't do if it's too hot. When it's too cold, they'll eat and buy hot chocolate or coffee, but soda and beer sales drop way off."

There are no new items on the menu at Comiskey, but the ballpark already has established a reputation for "variety...everything from egg rolls to funnel cakes to corned beef," Redden said.

Sportservice also handles the souvenir and novelty sales, which were "rather poor" for the size of the crowd. But that's not unusual on Opening Day for the White Sox, Redden noted.

"Their fans will look to see what happens," he said. "If the team is winning, they'll buy. If they're losing, forget it."

The overwhelming majority of first-game customers are adults, he added, and it's kids who buy most of the merchandise items. Business for the opener was "mostly hats."

At Baltimore Memorial Stadium, where ARA Leisure Services has the concessions patent, General Manager Joe Costa reported not only a record crowd of more than \$2,000, but also a record day for food and beverage sales.

The Orioles lost to the Cleveland Indians 6-4, but the fans ate and drank to capacity. Per caps were "in excess of \$8," topping the previous record "in the high fives."

Little Guy hot dogs, eight-to-the-pound at \$1, were estimated to have

been bought by one out of every three people entering the park. Of the four other dogs, all five-to-the-pound at \$2, the Super Dog sold next best, Kasher came in third and the Hot House Smoked Dog followed.

The best-selling draft beer was the 20-ouncer at \$2.25, with sales better than last year's opener when inow greeted patrons. Other beer sizes and prices are the 14-ouncer at \$1.50 and the 30-ouncer at \$3.25, with Costa adding that the "best-seller is based on size structure."

Soft pretzels and nacho cheese, a new item with five one-ounce pretzels and a side of cheese at \$2, was "well-accepted and will probably be expanded" as the season progresses.

A fast-pitch machine was also brought in for the first time, with three balls going for \$1. "We did well over 500 people, with a percentage going to the March of Dimes," Costa said.

Nearly 50,000 Los Angeles Dodgers fans were greeted by some major improvements in Arthur Foods concessions when they attended the opener against the San Diego Padres.

Terry Arthur, vice president of the family firm, said the new Top of the Park cafeteria brought hamburgers home to Dodger Stadium, as well as introducing chicken nuggets, tacos and chili to the patrons on the upper level.

As per company policy, he declined to comment on per caps or increases/decreases. He did note there were some price changes this year. The six-to-one-pound Dodger Dog is now \$1.50 (it had been \$1.25); all beef 4-to-1 hot dog, \$3 (\$1.75); Ices, \$1.25 (\$1) and nachos, \$1.50 (\$1.25).

Being introduced this year are 32-ounce soft drinks for \$1.50. The 26-ounce sodas are still \$1 and the 14-ouncers are 75 cents. Popcorn is 50 cents; peanuts, \$1.

(This survey was compiled by AB reporters Doug Graves, Ancil Davis and Linda Deckard.)



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